

LISTING OF CLAIMS

1-21. (Canceled)

22. (New) A method for facilitating electronic product ordering, comprising:

serving a web page to a remote personal electronic device having a browser application to provide access to a user to products for electronic ordering via the personal electronic device;

receiving an electronic order made by the user for at least one of the products;

storing in a database user information for the user, including a user identification and a record of the electronic orders made by the user;

determining an identification of the user upon access of the web page by the user via the personal electronic device;

determining from the record a list of products previously ordered by the user;

providing automatically on the web page the list of products previously ordered by the user after determining the identification of the user; and

submitting electronically a new order for a previously ordered product in response to the product being selected from the list via the personal electronic device.

23. (New) A method according to claim 22, wherein determining the list of products further comprises categorizing the products based on one or more of: product category, date of ordering, and product price.

24. (New) A method according to claim 22, further comprising:

analyzing the frequency of orders of the products; and

producing an automatic reminder for the user if a period of time determined based on the analyzing the frequency of orders has expired.

25. (New) A method according to claim 22, wherein submitting electronically the new order for the previously ordered product further comprises:

determining a address to which the previously ordered product was shipped;

verifying the address; and

causing the product for which the new order was submitted to be shipped to the address.

26. (New) A method according to claim 22, wherein submitting electronically the new order for the product comprises submitting a new order for medications, wherein submitting a new order for prescription medication comprises forwarding the order to a prescription distribution center, and wherein submitting a new order for over the counter (OTC) medication comprises forwarding the order to an OTC distribution center.

27. (New) A method according to claim 26, wherein storing the user information includes storing user insurance information, and further comprising automatically producing a bill to an insurance carrier indicated in the insurance information if submitting the new order for the product comprises submitting an order for a medication covered by the insurance carrier.

28. (New) A method according to claim 22, further comprising suggesting to the user additional products related to the product selected for submitting the new order.

29. (New) An article of manufacture comprising a machine-accessible medium having content to provide instructions to cause an electronic device to:

serve a web page to a remote personal electronic device having a browser application to provide access to a user to products for electronic ordering via the personal electronic device;

receive an electronic order made by the user for at least one of the products;

store in a database user information for the user, including a user identification and a record of the electronic orders made by the user;

determine an identification of the user upon access of the web page by the user via the personal electronic device;

determine from the record a list of products previously ordered by the user;

provide automatically on the web page the list of products previously ordered by the user after determining the identification of the user; and

submit electronically a new order for a previously ordered product in response to the product being selected from the list via the personal electronic device.

30. (New) An article of manufacture according to claim 29, wherein the content to provide instructions to cause the electronic device to determine the list of products further comprises the content to provide instructions to cause the electronic device to categorize the products based on one or more of: product category, date of ordering, and product price.

31. (New) An article of manufacture according to claim 29, further comprising the content to provide instructions to cause the electronic device to:

analyze the frequency of orders of the products; and

produce an automatic reminder for the user if a period of time determined based on the analyzing the frequency of orders has expired.

32. (New) An article of manufacture according to claim 29, wherein the content to provide instructions to cause the electronic device to submit the new order for the previously ordered product further comprises the content to provide instructions to cause the electronic device to:

determine a address to which the previously ordered product was shipped;

verify the address; and

cause the product for which the new order was submitted to be shipped to the address.

33. (New) An article of manufacturing according to claim 29, wherein the content to provide instructions to cause the electronic device to submit the new order for the previously ordered product comprises the content to provide instructions to cause the electronic device to submit a new order for medications, wherein to submit the new order for prescription medication comprises to forward the order to a prescription distribution center, and wherein to submit the new order for over the counter (OTC) medication comprises to forward the order to an OTC distribution center.

34. (New) An article of manufacture according to claim 33, wherein the content to provide instructions to cause the electronic device to store the user information includes the content to provide instructions to cause the electronic device to store user insurance information, and further comprising the content to provide instructions to cause the electronic device to automatically produce a bill to an insurance carrier indicated in the insurance information if to submit the new order for the product comprises to submit a new order for a medication covered by the insurance carrier.

35. (New) An article of manufacture according to claim 29, further comprising the content to provide instructions to cause the electronic device to suggest to the user additional products related to the product selected for submitting the new order.

36. (New) An apparatus comprising:

means for serving a web page to a remote personal electronic device having a browser application to provide access to a user to products for electronic ordering via the personal electronic device;

means for receiving an electronic order made by the user for at least one of the products;

means for storing in a database user information for the user, including a user identification and a record of the electronic orders made by the user;

means for determining an identification of the user upon access of the web page by the user via the personal electronic device;

means for determining from the record a list of products previously ordered by the user;

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means for providing automatically on the web page the list of products previously ordered by the user after determining the identification of the user; and

means for submitting electronically a new order for a previously ordered product in response to the product being selected from the list via the personal electronic device.

37. (New) An apparatus according to claim 36, wherein the means for determining the list of products further comprises means for categorizing the products based on one or more of: product category, date of ordering, and product price.

38. (New) An apparatus according to claim 36, further comprising:

means for analyzing the frequency of orders of the products; and

means for producing an automatic reminder for the user if a period of time determined based on the analyzing the frequency of orders has expired.

39. (New) An apparatus according to claim 36, wherein the means for submitting the new order for the previously ordered product further comprises:

means for determining a address to which the previously ordered product was shipped;

means for verifying the address; and

means for causing the product for which the new order was submitted to be shipped to the address.

40. (New) An apparatus according to claim 36, wherein the means for submitting the new order for the previously ordered product comprises means for submitting a new order for medications, wherein submitting the new order for prescription medication comprises forwarding the order to a prescription distribution center, and wherein submitting the new order for over the counter (OTC) medication comprises forwarding the order to an OTC distribution center.

41. (New) An apparatus according to claim 40, wherein the means for storing the user information includes means for storing user insurance information, and further comprising means for automatically producing a bill to an insurance carrier indicated in the insurance information if submitting the new order for the product comprises submitting a new order for a medication covered by the insurance carrier.

42. (New) An apparatus according to claim 36, further comprising means for suggesting to the user additional products related to the product selected for submitting the new order.
